

SPARK NETWORKS INC  
Form 4  
October 07, 2015

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
FRANCHINA GREGORY J

(Last) (First) (Middle)

C/O 11150 SANTA MONICA BOULEVARD, SUITE 600

(Street)

LOS ANGELES, CA 90025

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
SPARK NETWORKS INC [LOV]

3. Date of Earliest Transaction (Month/Day/Year)  
10/05/2015

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)

Chief Information Officer

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |
| Common Stock                    | 10/05/2015                           |  | M                              |   | 8,194   | A  | \$ 3                              |
| Common Stock                    | 10/05/2015                           |  | S <sup>(1)</sup>               |   | 8,194   | D  | \$ 3.25                           |
| Common Stock                    | 10/06/2015                           |  | M                              |   | 66,256  | A  | \$ 3                              |
| Common Stock                    | 10/06/2015                           |  | S <sup>(1)</sup>               |   | 66,256  | D  | \$ 3.25                           |
| Common Stock                    | 10/07/2015                           |  | M                              |   | 300   | A  | \$ 3                              |

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Common Stock      10/07/2015      S<sup>(1)</sup>      300      D      \$ 3.35      0      D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Employee Stock Option (right to buy)       | \$ 3   | 10/05/2015                           |  | M                              | 8,194   | <u>(2)</u> 01/05/2016                                    | Common Stock  | 8,194                      |
| Employee Stock Option (right to buy)       | \$ 3   | 10/06/2015                           |  | M                              | 66,256  | <u>(2)</u> 01/05/2016                                    | Common Stock  | 66,256                     |
| Employee Stock Option (right to buy)       | \$ 3   | 10/07/2015                           |  | M                              | 300   | <u>(2)</u> 01/05/2016                                    | Common Stock  | 300                        |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                           |       |
|---|---------------|-----------|---------------------------|-------|
|   | Director      | 10% Owner | Officer                   | Other |
| FRANCHINA GREGORY J<br>C/O 11150 SANTA MONICA BOULEVARD<br>SUITE 600<br>LOS ANGELES, CA 90025 |               |           | Chief Information Officer |       |

## Signatures

/s/ Gregory J.  
Franchina

10/07/2015

\_\_Signature of Reporting  
Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) The sales reported herein were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on June 15, 2015.

(2) 107,525 of the options vested on January 5, 2010 and the remaining options vested monthly in equal installments. Options are currently fully vested.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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